

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

The primary function of language is for communication. Cobley (2001:5) elaborates communication as a form of semiotics which is concerned with the exchange of any message whatsoever from the molecular code and the immunological properties of cells all the way through to vocal sentences. Communication deals with the process of exchanging information, ideas, thoughts, feelings and emotions through conversation, speech, debate, signals, writing or behavior. In communication process, a sender encodes a message and then using a medium or channel sends it to the receiver.

Beard (2000:2) states study the language of politics is important because it helps the language users to understand how language is used by those who wish to gain power, those who wish to exercise power and those who wish to keep power. Moreover, language has a powerful tool in the hands of political leaders. They manipulate this language becomes the tool to suit their purposes. When, politics is basically about struggling to control power, it is only through language that such could be accomplished thereby making language has big effect.

In implementation of successful democratic rule in any country language of politics is essential. Ayeomoni and Akinkuolere (2012:461) observe that language is the conveyer belt of power, it moves people to vote, debate. Therefore, a central explanation of political stability or polarization. Language is essential to politicians. Beard (2000:3) elaborates that politician is a practitioner of the art of politics, essential to the working of human society. The language of politics provides the opportunity for politicians to explore the resources available through

language to manipulate words to persuade them. Therefore, language could be regarded as the vehicle of politics. The candidates of president also politicians, because politics is the practice to influence other people to achieved and exercise positions of president. One activities perform by the politicians are done through the language like speech or debate.

In line with explanation above, in recent years political debates between candidates of president become one of interesting case to discuss they give lip service as it is a reality that must be ahead of the election, because basically they want to win at the time of the next competencies, so that they will race the race to get to the heart of society so that people would choose him to be a leader. In political debate they often tell wash corruption, the promise of providing jobs, building infrastructure in areas not yet awakened sold by the prospective future leaders. But the fact is happening now, sometimes contrary to what was promised on the campaign. So until now, a case of corruption in this country is not abating, so that's the reality of the democratic party, the party that is supposed to be an arena for people to re-discover a leader who is able to bring Indonesia into a better direction again. in election is supposed to serve as a platform to create and realize the hopes of passing the selection of a leader who is able to implement the mandate and vision of their mission at the level of action and not just words. but it is time to make this election as a platform to realize the hopes and future goals brought Indonesia better direction again

When debate we should use language as good as possible. How when we are talking or arguing interlocutors feel comfortable with our statement. In this case language politeness is very important. Politeness is part of pragmatics. According to Hill (1986:349) politeness define as one of the constraints on human interaction, whose is to consider others' feeling, establish levels of mutual comfort and promote rapport. Politeness involves talking account the feeling of other.

Politeness is maintaining proper etiquette and speaking properly to a person without offending them. People must not to be rude or offensive. People must use proper words to convey something. They have to be choosy about words while conveying something. When people are polite, they are minimizing the conflict that may be finding in communicating but rather avoiding interpersonal conflict that's why being polite in communication is really important. So people should consider about politeness especially in communicating with other people.

When we communication with the other people politeness helps us to communicate well where good communication gives us many advantages in interacting with others. When people being polite to others it can make them be popular and more likeable. Others are friendly towards you. Besides them, being polite can less chance of developing enemies. Being polite is a complicated in any language. It's difficult to learn because it involves understanding or just the language but also the social and cultural values of the community. We often tend to think of politeness simply as matter of saying please and thank you in the right place. In fact it involves a great deal more than that and many of people can not be polite to others that caused conflict in communicating. So it needs to study politeness that's to make good communication where in today's modern world and interaction require conversational skill that makes good communication.

According to Leech (1981:15) notes characterized the present approach to pragmatics as rhetorical. The use of this term refers to the study of effective use of language in communication which deals with the focus it places on a goal-oriented speech situation, in which speaker uses language in order to produce a particular effect in the mind of hearer. As a set of conversational principles which are related by their function, it is divided into interpersonal and textual. Rhetoric interpersonal is divided into three principles: cooperative principle, politeness principle,

and irony principle. In this thesis, the researcher will focus on politeness principle. According to the philosopher Leech (1983:132) there are six maxims of politeness principles: Tact maxim, Generosity maxim, Approbation maxim, Modesty maxim, Agreement maxim, and Sympathy maxim.

The main point of politeness principle is the effect of what the speaker said to the people. So the speaker may speak untruth in order to make the hearer become pleased. Politeness principle also teaches us how to produce utterances without making the hearer angry. In other word, the speaker is allowed to speak a white lie to avoid conflict and get respect from others. The example can be seen in presidential election debate (*jilid 5 topik: Pangan, Energi, dan Lingkungan*).

PS: Saya kaget dalam kampanye, bapak bilang petani tidak perlu koperasi, padahal koperasi vital, sokoguru bagi kehidupan petani dan nelayan kita?

J: Mungkin bapak salah baca atau salah dengar. Saya kira semua orang tahu, koperasi adalah sokoguru ekonomi kita. Tidak mungkin seorang Jokowi mengatakan seperti itu. Hanya masalahnya di desa ada beberapa hal yang harus kita tuntaskan....

From the example, PS as the first president candidates is given the chance by moderator to taking his turn to asking J as second president candidates. After PS given the question and then J answer *mungkin bapak salah baca atau salah dengar. Saya kira semua orang tahu, koperasi adalah sokoguru ekonomi kita. Tidak mungkin seorang Jokowi mengatakan seperti itu.*

J directly do not accept the question from PS because the question is not appropriate with what happened. In this case J violated tact maxim which expects to minimize the expression of cost to other and maximize the expression of benefit to others because he maximize the expression to

his self. Thus, in this point, J was considered as impolite since he attacks the other's face. The other example of this phenomenon can be seen in presidential election debate (*jilid 2 topik: Pembangunan Ekonomi dan Kesejahteraan Sosial*)

PS: Apakah bapak setuju biaya wajib belajar 12 tahun karena butuh tambahan anggaran Rp40 triliun?

*J: Di depan sudah saya sampaikan, pembangunan manusia dibidang pendidikan. Harus ada evaluasi dan perubahan. Pendidikan ditingkat SD, 80% harus berbicara masalah berkaitan dengan pendidikan karakter, akhlak, mental baru 20% pengetahuan. SMP 60:40%, SMA 20:80%, untuk pembangunan karakter dan pengetahuan. Baru kita mempunyai manusia dengan sikap mental, etos kerja, produktivitas dan daya saing tinggi. **Pendidikan adalah hal utama yang tidak bias kita tawar-tawar. Berapapun investasinya harus kita berikan, Rp40 triliun itu bisa dicari. Dari BBM ke BBG bias menghemat Rp70 triliun. Masukkan saja ke pendidikan.***

From the example, PS as the first president candidates is giving the question for J as second president candidate. And then J answer the question from PS clearly, that J is agree with Rp40 billion for education budget. In this case J as first president candidate obeyed the agreement maxim which aims to minimize the expression of disagreement between self and other and maximize agreement between self and other. So he is considered as polite person. Since he had effort to minimize threat to other's face.

When viewed from both the presidential candidates 2014, both of them come from or support by major parties, this presidential election is very competitive because only two candidates. Even though both of them same ethnics but they have different language when communication. Prabowo as first candidate to communicate any way often explosive and very

emotional and high spirit. In contrast to the second candidates style of communication and speech Jokowi not explosive, not emotional, and use everyday language simple and commonly use by many people. So, people better understand the message of communication conveyed by Jokowi. From the side physical, Jokowi is usual and tone delivered exceptional. However, the topics covered by Jokowi are concrete problems. While, Prabowo used elit language when communicate in public.

Related to the explanations above, researcher interesting to analyze politeness principle in utterance of president candidates in presidential election Republic Indonesia 2014. Because when they are making debates there some rules that should be obey to make the hearer is comfort toward language that use by the candidates. How to deliver opinion, how to respond the argument if we are not agree with statement. Each candidates should be wise to choose the language. The candidates' language has affect to their opponents. This research intends to find out the politeness principle in utterance of president candidate in presidential election 2014.

1.2 The Problem of the Study

The study is based on the following research questions:

1. What types of politeness principles are used by president candidates in presidential election debate 2014?
2. How are politeness principles in the 2014 presidential election debate?
3. Why are president candidates used politeness principles the way they do in the 2014 presidential election debate?

1.3 The Objectives of the Study

In relation of the problems, the objectives of study are:

1. to describe the types of politeness principles are use by president candidates in presidential election debate 2014.
2. to find out the realization of politeness principles in presidential election debate 2014? .
3. to find out the reason why politeness principles used by president candidates in presidential election debate 2014

1.4 The Scope of the Study

As state in the previous explanation that politeness principle can occur not only in daily conversation but also in debate, like in presidential election debate 2014. And this study attempted to find out the politeness principle in presidential election debate 2014 that use by Jokowi-Jusuf Kalla and Prabowo Subianto-Hatta Rajasa as president candidates and vice president. The aspects observed were the occurrences of obeying and violating the politeness principle in presidential debate candidates proposed by Leech (1983). Actually there are some of politeness theories like Brown and Levinson theory (1987), Robin Lakooof's theory, (1972) Grice's theory (1975) but this study focused on Leech (1983) theory which introduces six maxims, namely tact maxim, generosity maxims, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim.

1.5 The Significance of the Study

The findings of this study have two general significances, theoretical and practical significances.

Theoretically, the findings of this research are useful for:

1. The enrichment of Linguistics knowledge of the university students in the field of Pragmatics especially in politeness principle.
2. Add up references to further studies.

Practically, the results of this research are useful for:

1. Teacher, lectures, and students of university as a reference performing politeness in their daily life.
2. For speakers and listeners in daily communication. By obeying politeness principle, they have a comfortable situation in communication. Then, they can create good understanding in daily communication.
3. For other researcher as source to conduct the next further research



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